



3/A S. HOOVER
3/27/00

CERTIFICATE OF MAILING (37 CFR 1.8(A))

PATENT

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being deposited with the United States Postal Service on the date shown below with sufficient postage as first class mail in an envelope addressed to the: Assistant Commissioner for Patents, Washington, D.C. 20231.

Date:

16 March 2000

Laura J. Kelly
Laura J. Kelly

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLN NUMBER 09/205,119	FILING DATE 03 DEC 1998	FIRST NAMED INVENTOR ELDERING	ATTY. DKT. NO. 8887.3004
TITLE ADVERTISEMENT MONITORING SYSTEM		ART UNIT 2711	EXAMINER UNKNOWN

Assistant Commissioner for Patents
Washington, DC 20231

PRELIMINARY AMENDMENT

Please amend the application as follows prior to Examining
the Application:

In the Claims

Please cancel claims 1-13 without prejudice or disclaimer to
the subject matter contained therein.

Please add claims 14-41 as follows:

A1
CONT'D
--14. A method for monitoring advertisements watched by
a subscriber, the method comprising:

monitoring subscriber advertising viewing activities;
retrieving advertising related information including
descriptive fields corresponding to an advertisement;
determining the extent to which the advertisement is
viewed by the subscriber; and

03/16/2000 MBERHE 00000035 09205119
01 FC:203
02 FC:202

72.00 OP
39.00 OP

RECEIVED
MAR 20 2000
TECH CENTER 2700